

Diabetes UK and Healthcare Professionals

Jill Steaton
South East Regional Manager



“to improve the lives of people with diabetes and to work towards a future without diabetes...”

- **To set people free from the restrictions of diabetes**
- **The highest quality of care and information for all**
- **An end to discrimination *and* ignorance**
- **Universal understanding of diabetes and of Diabetes UK**
- **A world without diabetes**

Voluntary Groups

Fundraisers

Care Support Events

Careline

**Regional &
National Offices**

Press & Public Affairs



Campaigners

Research

Trustees

Advisory Council

**Healthcare
Professionals**

Centrally based activities



- Careline
 - 9-5, Monday-Friday
 - Trained counsellors
- Care Support activities:
 - weekends/holidays
- Research
 - Approx £7m
 - causes; genetics; secretion & action of insulin; control; prevention/treatment of complications; psychology & education

Regional work & NHS



- Develop links with SHAs
- Work with PCTs, Networks and/or healthcare professionals:
 - Influence implementation of the NSF for Diabetes
 - Identify and promote/share good practice
 - Influence and support in various aspects of diabetes services and care but particularly Diabetes UK Care priorities....

- Diabetes Pathway Development Group – service redesign, 3 tier service
- Supported public engagement work – mailing to all members; public consultation evening
- Email contact with Service Development Manager
- Attending a diabetes2gether course in December

Diabetes UK Care Priorities 2008/09



- Children & Young People
 - schools
- Self Management
 - Emotional & Psychological Support
- Access to specialist services as part of integrated care

- *Retinal Screening*
- *Structured Patient Education*

‘Hard to reach’ groups



Awareness raising and support to

- Black & Minority ethnic groups
- Prisons
- Gypsy & Traveller communities
- Care Homes

Professional Membership & Support



- *Update* – quarterly magazine for healthcare professionals
- *Balance* – bi-monthly magazine for people with diabetes
- Professional conferences – discounted delegate rates, incl Annual Professional Conference 11-13 March 09
- Information publications – 25% discount
- *Diabetic Medicine* – up to 80% discount
- Regular mailings

Professional Membership & Support



- Website:
 - Info bank
 - Shared Practice
 - Care Recommendations & Position Statements

Working together on...



- Roadshows
- Living with diabetes days
- Local talks – both lay & professional
- Supporting voluntary groups
- etc....

Other support



- Literature –give out/signpost
 - *Patient Information Packs* and *Diabetes for Beginners*
 - 'Measure Up'
- Talks to PBC groups, practice managers, practice nurses, etc
- ...and supporting healthcare professionals in their support to people with diabetes.....

Support to PWD



- Publications
- Careline
- Support events – National & Regional
- Diabetes UK Services - *insurance and financial*
- Voluntary Groups
- Diabetes Campaigners Network
- User representatives
- Independent volunteers eg fundraisers

Measure Up



The image features a black silhouette of a man standing in profile, facing right. A yellow measuring tape is wrapped around his waist, with the number '37' clearly visible. The background is a solid pink color.

Diabetes UK
The charity for
people with diabetes

**If your waist is
wider than this
you could
need a test
for diabetes**

1. Overweight?
2. Over 40 years old?
3. Diabetes in your family?
4. Black or South Asian origin?

Two or more of these risk factors
could mean you have Type 2
diabetes. Diabetes can lead to
complications such as heart
disease if not diagnosed.

**See your doctor now
for a quick test.**

To find out more on the risk factors of Type 2 diabetes visit
www.diabetes.org.uk/MeasureUp

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Because health matters

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07/07



Why?



- 1 in 5 of those at risk were aware they were at risk of diabetes
- Up to 50% of people already suffered one diabetes complication when diagnosed
- People with Type 2 diabetes have the condition for 9-12 years before diagnosis

Measure Up

2006 & 2007

Outdoor and rail posters

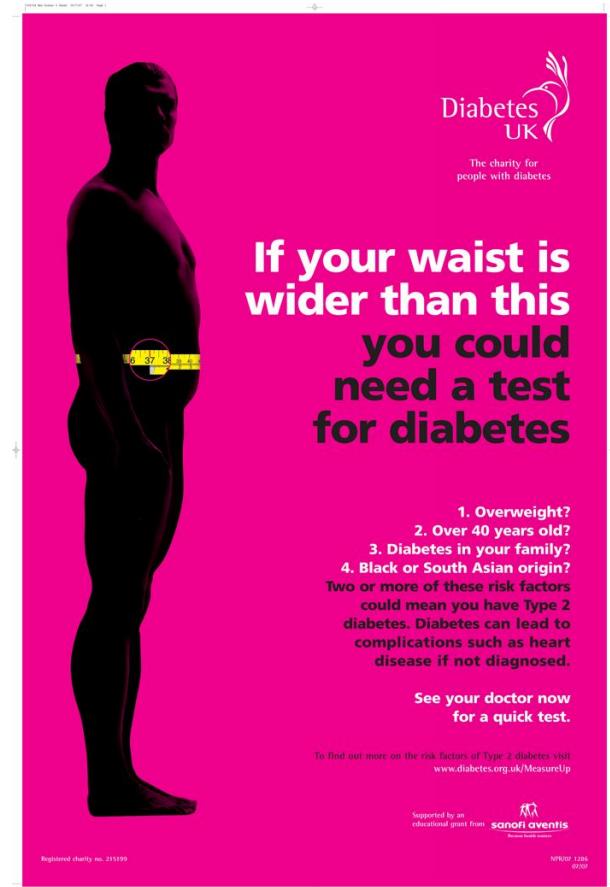
Print advertising

Editorial coverage

Online advertising

Trade publications

March 2008: Diabetes UK carried out a Measure Up London campaign supported by NHS London, employing the same tactics as Measure Up 2006 and 2007, to find the 70,000 Londoners with undiagnosed diabetes



Measure Up Roadshows

Local events providing free diabetes tests around the UK



696495c MUST CREDIT PHOTOS BY: Jonathan Hordle / Rex Features

Boris Johnson Launches the Diabetes UK Awareness Campaign 'Measure Up' at the Riverdale Centre in Lewisham, London, Britain - 19 Sep 2007 Boris Johnson has his waist measured, a procedure conducted to highlight if a person is at risk of developing type 2 diabetes.

The outcomes

2006

Diabetes UK Ipsos MORI poll indicated that 150,000 were prompted to have a test as a result of Measure Up

1 in 8 who saw the campaign acted upon it

More than a third recognised that a large waist can increase their risk of diabetes

60,000 shared the information with friends and family and 50,000 adults took preventative measures and changed their diet

2007

The campaign achieved its objective of gaining a 15% increase in awareness of the risk factors of diabetes amongst the general public and amongst those at high risk of developing the condition.

Awareness amongst healthcare professionals of the campaign (7%) with a third being aware of Measure Up and 52% of these getting involved in some way.

Measure up – local possibilities



- Need to promote early identification and risk factors to general public – and healthcare professionals!
- Posters/leaflets in surgeries, pharmacies, supermarkets, etc (all materials are free of charge)
- Local ‘Roadshows’ or awareness raising events - highlight risk factors & targeted blood glucose testing.
- Media interviews/awareness raising

The Silent Assassin



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